



Figure 1

## DEFINE CUSTOMER VALUE AND EXPERIENCE

A.1 Review Existing Data	A.1.1 Gather customer information A.1.2 Organize the information A.1.3 Identify the target customer
A.2 Develop Customer and Environment Profiles	A.2.1 Create the customer profile A.2.2 Create environment profiles A.2.3 Validation check
A.3 Develop Current Customer Experience Flow	A.3.1 Identify customer experience components A.3.2 Create current experience flow A.3.3 Refine focus A.3.4 Annotate current experience flow A.3.5 Validation check
A.4 Understand the Competitive Experience	A.4.1 Identify current competitive customer experience A.4.2 Identify current customer experience A.4.3 Prioritize A.4.4 Compare current and competitive customer experience A.4.5 Annotate current experience flow A.4.6 Validation check
A.5 Identify Customer Experience Benefits	A.5.1 Create customer experience benefit statements A.5.2 Create vignettes A.5.3 Create a roadmap A.5.4 Validation check
A.6 Create Value Propositions	A.6.1 Review roadmap A.6.2 Create value proposition A.6.3 Validation check
A.7 Create Success Criteria	A.7.1 Define post-release success criteria A.7.2 Define the scale A.7.3 Identify the measurement method A.7.4 Refine criteria list A.7.5 Define goal A.7.6 Define pre-release success criteria A.7.7 Establish baseline A.7.8 Validation check
A.8 Validate the Customer Value and Experience Definition	A.8.1 Gather information A.8.2 Determine the risk A.8.3 Decide the methodology A.8.4 Investigate ongoing research A.8.5 Investigate resources A.8.6 Validation check

Figure 2A

## DEFINE A SOLUTION PATH

B.1 Identify the Customer Experience Gaps	B.1.1 Prepare B.1.2 Identify gaps
B.2 Define the Solution Path	B.2.1 Prepare for brainstorming B.2.2 Review the gaps B.2.3 Brainstorm solution ideas B.2.4 Group solution ideas B.2.5 Identify solution concepts B.2.6 Select solution path B.2.7 Further define the solution path B.2.8 Capture solution ideas B.2.9 Annotate the roadmap
B.3 Define the Future Customer Experience Flow	B.3.1 Identify future customer experience components B.3.2 Create future experience flow B.3.3 Annotate future experience flow
B.4 Communicate the Vision	B.4.1 Develop scenarios B.4.2 Communicate vision
B.5 Define a High-Level Solution Architecture	B.5.1 Action decision B.5.2 List the future experience components B.5.3 Identify the elements B.5.4 Create element profiles B.5.5 Construct a high-level architecture B.5.6 Conduct walk-throughs B.5.7 Review architecture
B.6 Refine the Solution Architecture	B.6.1 Action decision B.6.2 Define use-cases B.6.3 Conduct walk-throughs
B.7 Define the Solution Value Delivery System (VDS)	B.7.1 Define the output process functionality to deliver the experience B.7.2 Record key components and critical processes onto the VDS map B.7.3 Identify the key partners that manage, contribute or impact the process B.7.4 Understand the partner commitments for the VDS B.7.5 Identify gaps or opportunities in delivering the value
B.8 Validate the Solution	B.8.1 Validate acceptability with customers B.8.2 Validate the feasibility of the solution B.8.3 Risk assessment

Figure 2B

## CLOSE THE LOOP

C.1 Managing Solution Implementation	C.1.1 Define the project C.1.2 Solution implementation management best practices
C.2 Pre-Release Success Criteria	C.2.1 Establish a measurement schedule C.2.2 Measure the solution and track results C.2.3 Iterate solution as needed and recheck against the goals
C.3 Close the Loop	C.3.1 Measure the effectiveness of the solution using the post-release success criteria C.3.2 Act on the success criteria results C.3.3 Repeat the process through ongoing measurement C.3.4 Understand the relationship of the solution to the customer experience

Figure 2C